

# **Graphic Film Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028**

## **Segmented By Polymer (Polypropylene, Polyethylene, Polyvinyl Chloride, Others), By Technology (Flexography, Rotogravure, Offset, digital), By End User (Automotive, Promotional & Advertisement, Industrial, Others), By Region and Competition**

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### **Abstracts**

Global Graphic Film Market has valued at USD27.09 billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 4.81% through 2028. The graphic film is a sheet or layer made of polymer intensifiers used to effectively store a wide range of data, labels, and product security information. It serves as a protective layer and enhances the visual appeal of the product. These films are composed of various materials such as polypropylene, polyvinylchloride, polyethylene, and more, and are manufactured using flexography, rotogravure, and other printing methods. The film substrate provides excellent water resistance and durability. Graphic films are specifically designed for displaying visual representations of variable information on their surface. They serve as an excellent means of communication, informing and guiding customers about products and services, and are widely used as customer engagement tools.

Due to their significantly lower installation costs, these films are in high demand across numerous sectors. Moreover, their low maintenance requirement makes them suitable for the advertising and promotional sector. The appealing texture of these films makes them ideal for use as brochures and banners in advertising campaigns. Graphic films offer several properties, including affordability, recyclability, and long-lasting durability. Their protective properties make them suitable for various industries such as

automotive, electronics, pharmaceuticals, and construction, where they contribute to creating distinctive appearances that enhance materials or objects.

The Graphic Film Market has witnessed tremendous growth due to the development of infrastructure and the rapid increase in urbanization, leading to increased activities in the construction industry. The continuous advancement in the film industry, expansion of novel manufacturing techniques, and increased purchasing power have fueled the growth of this market. Moreover, the lightweight nature, recyclability, cost-effectiveness, high durability, and excellent printability of graphic films are some of the key characteristics that have fostered the demand for these films. The growing use of graphic films for making promotional and advertising banners, as well as vehicle wraps in the automotive and advertising industries, is another major factor expected to drive the growth of the graphic film market over the forecast period.

The rising demand for wrap advertisements worldwide is a key driver for the graphic film market. Companies use advertisements to increase the consumption of their products and services, and fleet advertising has emerged as one of the most effective and efficient marketing practices to drive brand awareness and business growth. Vehicle advertising wraps, which are large vinyl graphics applied directly over a vehicle's original paint, or digitally printed mobile billboards, offer cost-effectiveness with a low cost per thousand impressions (CPM) compared to other types of advertising media. The brightness, longevity, lower cost, and ease of installation and removal of vehicle wraps have contributed to the increased adoption of graphic films.

The increasing demand for bio-based plastics, driven by low-cost raw materials and biodegradability, is believed to create fruitful opportunities for manufacturers, thereby supporting the growth of the graphic film market. Additionally, the expanding demand for digital graphic films from the e-commerce industry is another key trend that is expected to boost growth in the coming years. However, fluctuations in raw material prices are expected to restrict market growth. Another significant factor limiting the global graphic film market is the shorter lifespan of graphic films compared to wall paints and colors.

In conclusion, the graphic film industry offers a wide range of benefits and opportunities, from its versatility in data storage and product security to its visual appeal and cost-effectiveness in advertising. Despite some limitations, the market continues to grow due to advancements in manufacturing techniques, increased urbanization, and the demand for innovative communication and promotional tools.

## Key Market Drivers

## Growing Demand of Graphic Film in Automotive Industry

Graphic films are highly versatile materials that can be used to apply designs, text, or images to various surfaces, including vehicles. They offer a wide range of benefits and applications that enhance the aesthetic appeal, customization, and safety of vehicles.

In the automotive industry, graphic films have become an integral part of vehicle wraps and decals. These films can be custom designed to showcase brand logos, promotional messages, or creative artworks, effectively transforming vehicles into eye-catching moving billboards. This form of advertising has proven to be highly cost-effective and has a broad reach, making it increasingly popular among businesses of all sizes.

Beyond advertising, graphic films also serve as a powerful tool to enhance the overall aesthetics of vehicles. Car owners often utilize these films to personalize their automobiles, showcasing their unique styles and preferences. Whether it's a sleek matte finish, a vibrant color scheme, or an intricate pattern, graphic films offer endless possibilities for customization. The ability to personalize through graphic films adds value to the customer experience and drives the demand for these materials.

In addition to their aesthetic appeal, graphic films play a crucial role in enhancing vehicle safety. Reflective graphic films, for example, are used to increase the visibility of vehicles at night or in low-light conditions. By enhancing the visibility of vehicles, these safety applications contribute to reducing the risk of accidents and improving road safety. The use of graphic films for safety purposes further expands their utility in the automotive industry.

Given the diverse range of applications and benefits, it is no surprise that the demand for graphic films in the automotive industry is steadily growing. This trend is further fueled by continuous innovation in film production and printing techniques, allowing for more advanced and durable graphic films. As a result, the global graphic film market is experiencing significant expansion, driven by the automotive industry's increasing adoption of these versatile materials.

Looking ahead, the growth of the graphic film market is expected to continue, driven by ongoing technological advancements, the rising popularity of vehicle customization, and the growing recognition of mobile advertising's effectiveness. The automotive industry, being a significant end-user segment, will likely continue to drive the demand for graphic films in the foreseeable future.

In conclusion, the growing demand for graphic films in the automotive industry is a key driver of the global graphic film market. These versatile materials offer numerous benefits, ranging from advertising and customization to safety enhancements. As the automotive industry continues to embrace graphic films, their practical utility and aesthetic appeal will continue to shape the future of vehicle design and marketing.

### Growing Demand of Graphic Film in Construction Industry

Graphic films are incredibly versatile materials that offer a wide range of applications in the construction industry. These films have become increasingly popular due to their adaptability and ability to add designs, images, or text to various surfaces. In construction, they serve both functional and aesthetic purposes, making them an essential tool for builders and designers alike.

When it comes to aesthetics, graphic films can transform the look of a building. They can be applied to windows, walls, and other surfaces, adding vibrant colors, intricate patterns, or captivating images. By doing so, these films contribute to the overall visual appeal of a structure, creating a unique and eye-catching appearance that sets it apart from the rest.

Furthermore, graphic films play a vital role in branding within the construction industry. Construction companies can prominently display their logos, company names, or promotional messages on construction sites or finished buildings. This not only enhances visibility but also helps establish brand recognition and reinforces the company's identity.

In terms of safety, graphic films offer practical solutions. Reflective films, for example, can be used to mark hazardous areas or create highly visible signage, reducing the risk of accidents. Additionally, these films can be used to display important information such as directions, warnings, or instructions, ensuring that crucial messages are clearly communicated within the construction site.

The demand for graphic films in the construction industry continues to rise, driven by advancements in film production and printing techniques. As the industry recognizes the numerous benefits of these materials, their applications are expanding. Innovations in graphic film technology and design are expected to further fuel this growth, creating new possibilities, and pushing the boundaries of what can be achieved.

In conclusion, the use of graphic films in construction has become indispensable. Their versatility, ability to enhance aesthetics, promote branding, improve safety, and provide vital information make them an integral part of the industry. With the growing demand and continuous advancements, the future of graphic films in construction looks promising, ensuring the market's sustained growth and development.

## Key Market Challenges

### Volatility in Prices of Raw Materials

Raw materials, such as polyvinyl chloride (PVC), polypropylene (PP), and polyethylene terephthalate (PET), play a vital role in the production of graphic films. These materials are the building blocks that contribute to the quality and performance of the final product. However, the cost of these raw materials is a significant factor that affects the overall production cost of graphic films.

The prices of these raw materials are subject to fluctuations influenced by a multitude of factors. Changes in supply and demand, geopolitical events, natural disasters, and economic policies all contribute to the volatility in raw material prices. For example, if there is a disruption in the supply chain due to geopolitical tensions or natural disasters, the prices of these raw materials can surge. Conversely, changes in economic policies or shifts in demand can lead to price drops.

This inherent price volatility creates uncertainty for graphic film manufacturers, making it challenging for them to accurately forecast costs and efficiently plan their budgets. Moreover, it can result in increased production costs, which manufacturers may pass on to consumers in the form of higher prices.

The impact of price volatility extends beyond the manufacturing process and affects the global graphic film market as a whole. Increased raw material costs can squeeze profit margins for manufacturers, potentially discouraging new players from entering the market and limiting the ability of existing companies to invest in research and development.

Furthermore, if manufacturers opt to pass on the increased costs to consumers, the higher prices could potentially dampen the demand for graphic films, especially in cost-sensitive markets. This, in turn, could slow down the growth of the global graphic film market.

Given these complexities, it becomes crucial for graphic film manufacturers to closely monitor and adapt to the ever-changing dynamics of raw material prices. By doing so, they can effectively navigate the challenges posed by price volatility and maintain a competitive edge in the market.

## Key Market Trends

### Surge in Technological Advancements

In recent years, the graphic film sector has experienced a rapid surge of technological innovations that have revolutionized the industry. These advancements have not only enhanced the quality, durability, and versatility of graphic films but have also made them increasingly appealing to a wide range of end-user industries, including automotive, construction, advertising, and more.

One of the key technological advancements in the graphic film sector is the development of advanced printing techniques. These cutting-edge printing methods have enabled the creation of more intricate and vibrant designs, elevating the visual appeal of graphic films for advertising and branding purposes. With the ability to produce detailed and eye-catching graphics, graphic films have become an indispensable tool for businesses looking to make a lasting impression.

Moreover, the introduction of new film materials and improved adhesive formulations has significantly contributed to the durability and ease of application of graphic films. These advancements have expanded the range of surfaces on which graphic films can be used, making them suitable for various applications beyond traditional signage. From vehicle wraps to architectural finishes, graphic films now offer limitless possibilities for creative expression.

The impact of these technological advancements on the global graphic film market has been monumental. The demand for graphic films has soared, driven by the increased versatility and superior quality offered by these innovations. As a result, the graphic film market has witnessed remarkable growth, with more industries recognizing the value and benefits of incorporating graphic films into their operations.

Looking ahead, the trend of technological advancements in the graphic film industry shows no signs of slowing down. Companies continue to invest in research and development, striving to bring even more innovative solutions to the market. This ongoing innovation promises to further enhance the capabilities of graphic films,

unlocking even more applications and driving sustained growth in the market.

In conclusion, the surge of technological advancements is a defining trend in the global graphic film market. These innovations have elevated the quality, versatility, and demand for graphic films, offering new opportunities for their use across various industries. As the industry continues to evolve, technological advancements will remain a key driver of growth, shaping the future of the global graphic film market.

## Segmental Insights

### Polymer Insights

Based on the category of polymer, the polyvinyl chloride segment emerged as the dominant player in the global market for Graphic Film in 2022. Polyvinyl Chloride (PVC) packaging films are attracting increasing attention due to their remarkable flexibility. These films find applications in a wide range of packaging formats, including both rigid and flexible packaging solutions. Renowned for their durability, strength, and versatility, PVC films are a cost-effective choice for various industries. Additionally, these films exhibit excellent resistance to abrasion, shock, chemicals, and extreme environmental temperatures, ensuring reliable protection for packaged goods. With their exceptional properties, PVC packaging films have become an indispensable choice for packaging needs across diverse sectors.

### End User Insights

The Promotional & Advertisement segment is projected to experience rapid growth during the forecast period. The market for graphic films is experiencing significant growth due to the high investment made by companies. These films play a crucial role in facilitating effective communication of marketing messages, enabling businesses to convey their brand identity and engage with their target audience. With their visually appealing and attention-grabbing nature, graphic films have become an indispensable tool for enhancing the visibility and impact of marketing campaigns. As companies continue to recognize the value of these films in capturing consumer attention, the demand for graphic films is expected to further increase in the future.

### Regional Insights

Asia Pacific emerged as the dominant player in the Global Graphic Film Market in 2022, holding the largest market share in terms of value. The demand for graphic film is

expected to experience significant growth, particularly in developing economies such as Japan, India, China, South Korea, Australia, New Zealand, ASEAN countries, and the rest of APAC. The Asia Pacific region, in particular, holds immense potential for the graphic film industry. This growth can be attributed to several factors, including the increasing popularity of e-commerce sites, the expansion of the advertising and marketing industry, the rising incomes of the populace, and the high demand for graphic films in the automotive sector.

Furthermore, the market growth is anticipated to be driven by the demand for graphic film for personalized gifts. As e-commerce continues to thrive, the adoption of graphic films for personalization printing is expected to further boost the market. However, it is worth noting that the unorganized market structure poses a major challenge to the graphic film industry. This structure affects the growth potential and revenue generation. Many customers are opting to purchase graphic films from local vendors who offer them at more affordable rates, which further contributes to the complexity of the market dynamics.

### Key Market Players

Avery Dennison Corporation

3M Company

E. I. du Pont de Nemours and Company

CCL Industries, Inc

Amcor Limited

Constantia Flexibles Group GmbH

DUNMORE Corporation

Hexis S.A.

Cosmos Films Ltd

Schweitzer-Mauduit International Inc.



## Report Scope:

In this report, the Global Graphic Film Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Graphic Film Market, By Polymer:

Polypropylene

Polyethylene

Polyvinyl Chloride

Others

### Graphic Film Market, By Technology:

Flexography

Rotogravure

Offset

Digital

### Graphic Film Market, By End User:

Automotive

Promotional & Advertisement

Industrial

Others

### Graphic Film Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Turkey

Egypt

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Graphic Film Market.

### Available Customizations:

Global Graphic Film Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### Company Information

Detailed analysis and profiling of additional market players (up to five).

## Contents

### 1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
  - 1.2.1. Markets Covered
  - 1.2.2. Years Considered for Study
  - 1.2.3. Key Market Segmentations

### 2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### 3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

### 4. GLOBAL GRAPHIC FILM MARKET OUTLOOK

- 4.1. Market Size & Forecast
  - 4.1.1. By Value
- 4.2. Market Share & Forecast
  - 4.2.1. By Polymer (Polypropylene, Polyethylene, Polyvinyl Chloride, Others)
  - 4.2.2. By Technology (Flexography, Rotogravure, Offset, digital)
  - 4.2.3. By End User (Automotive, Promotional & Advertisement, Industrial, Others)
  - 4.2.4. By Region
  - 4.2.5. By Company (2022)
- 4.3. Market Map

- 4.3.1. By Polymer
- 4.3.2. By Technology
- 4.3.3. By End User
- 4.3.4. By Region

## **5. ASIA PACIFIC GRAPHIC FILM MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Polymer
  - 5.2.2. By Technology
  - 5.2.3. By End User
  - 5.2.4. By Country
- 5.3. Asia Pacific: Country Analysis
  - 5.3.1. China Graphic Film Market Outlook
    - 5.3.1.1. Market Size & Forecast
      - 5.3.1.1.1. By Value
    - 5.3.1.2. Market Share & Forecast
      - 5.3.1.2.1. By Polymer
      - 5.3.1.2.2. By Technology
      - 5.3.1.2.3. By End User
  - 5.3.2. India Graphic Film Market Outlook
    - 5.3.2.1. Market Size & Forecast
      - 5.3.2.1.1. By Value
    - 5.3.2.2. Market Share & Forecast
      - 5.3.2.2.1. By Polymer
      - 5.3.2.2.2. By Technology
      - 5.3.2.2.3. By End User
  - 5.3.3. Australia Graphic Film Market Outlook
    - 5.3.3.1. Market Size & Forecast
      - 5.3.3.1.1. By Value
    - 5.3.3.2. Market Share & Forecast
      - 5.3.3.2.1. By Polymer
      - 5.3.3.2.2. By Technology
      - 5.3.3.2.3. By End User
  - 5.3.4. Japan Graphic Film Market Outlook
    - 5.3.4.1. Market Size & Forecast
      - 5.3.4.1.1. By Value

- 5.3.4.2. Market Share & Forecast
  - 5.3.4.2.1. By Polymer
  - 5.3.4.2.2. By Technology
  - 5.3.4.2.3. By End User
- 5.3.5. South Korea Graphic Film Market Outlook
  - 5.3.5.1. Market Size & Forecast
    - 5.3.5.1.1. By Value
  - 5.3.5.2. Market Share & Forecast
    - 5.3.5.2.1. By Polymer
    - 5.3.5.2.2. By Technology
    - 5.3.5.2.3. By End User

## **6. EUROPE GRAPHIC FILM MARKET OUTLOOK**

- 6.1. Market Size & Forecast
  - 6.1.1. By Value
- 6.2. Market Share & Forecast
  - 6.2.1. By Polymer
  - 6.2.2. By Technology
  - 6.2.3. By End User
  - 6.2.4. By Country
- 6.3. Europe: Country Analysis
  - 6.3.1. France Graphic Film Market Outlook
    - 6.3.1.1. Market Size & Forecast
      - 6.3.1.1.1. By Value
    - 6.3.1.2. Market Share & Forecast
      - 6.3.1.2.1. By Polymer
      - 6.3.1.2.2. By Technology
      - 6.3.1.2.3. By End User
  - 6.3.2. Germany Graphic Film Market Outlook
    - 6.3.2.1. Market Size & Forecast
      - 6.3.2.1.1. By Value
    - 6.3.2.2. Market Share & Forecast
      - 6.3.2.2.1. By Polymer
      - 6.3.2.2.2. By Technology
      - 6.3.2.2.3. By End User
  - 6.3.3. Spain Graphic Film Market Outlook
    - 6.3.3.1. Market Size & Forecast
      - 6.3.3.1.1. By Value

- 6.3.3.2. Market Share & Forecast
  - 6.3.3.2.1. By Polymer
  - 6.3.3.2.2. By Technology
  - 6.3.3.2.3. By End User
- 6.3.4. Italy Graphic Film Market Outlook
  - 6.3.4.1. Market Size & Forecast
    - 6.3.4.1.1. By Value
  - 6.3.4.2. Market Share & Forecast
    - 6.3.4.2.1. By Polymer
    - 6.3.4.2.2. By Technology
    - 6.3.4.2.3. By End User
- 6.3.5. United Kingdom Graphic Film Market Outlook
  - 6.3.5.1. Market Size & Forecast
    - 6.3.5.1.1. By Value
  - 6.3.5.2. Market Share & Forecast
    - 6.3.5.2.1. By Polymer
    - 6.3.5.2.2. By Technology
    - 6.3.5.2.3. By End User

## **7. NORTH AMERICA GRAPHIC FILM MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Polymer
  - 7.2.2. By Technology
  - 7.2.3. By End User
  - 7.2.4. By Country
- 7.3. North America: Country Analysis
  - 7.3.1. United States Graphic Film Market Outlook
    - 7.3.1.1. Market Size & Forecast
      - 7.3.1.1.1. By Value
    - 7.3.1.2. Market Share & Forecast
      - 7.3.1.2.1. By Polymer
      - 7.3.1.2.2. By Technology
      - 7.3.1.2.3. By End User
  - 7.3.2. Mexico Graphic Film Market Outlook
    - 7.3.2.1. Market Size & Forecast
      - 7.3.2.1.1. By Value

- 7.3.2.2. Market Share & Forecast
  - 7.3.2.2.1. By Polymer
  - 7.3.2.2.2. By Technology
  - 7.3.2.2.3. By End User
- 7.3.3. Canada Graphic Film Market Outlook
  - 7.3.3.1. Market Size & Forecast
    - 7.3.3.1.1. By Value
  - 7.3.3.2. Market Share & Forecast
    - 7.3.3.2.1. By Polymer
    - 7.3.3.2.2. By Technology
    - 7.3.3.2.3. By End User

## **8. SOUTH AMERICA GRAPHIC FILM MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Polymer
  - 8.2.2. By Technology
  - 8.2.3. By End User
  - 8.2.4. By Country
- 8.3. South America: Country Analysis
  - 8.3.1. Brazil Graphic Film Market Outlook
    - 8.3.1.1. Market Size & Forecast
      - 8.3.1.1.1. By Value
    - 8.3.1.2. Market Share & Forecast
      - 8.3.1.2.1. By Polymer
      - 8.3.1.2.2. By Technology
      - 8.3.1.2.3. By End User
  - 8.3.2. Argentina Graphic Film Market Outlook
    - 8.3.2.1. Market Size & Forecast
      - 8.3.2.1.1. By Value
    - 8.3.2.2. Market Share & Forecast
      - 8.3.2.2.1. By Polymer
      - 8.3.2.2.2. By Technology
      - 8.3.2.2.3. By End User
  - 8.3.3. Colombia Graphic Film Market Outlook
    - 8.3.3.1. Market Size & Forecast
      - 8.3.3.1.1. By Value



### 8.3.3.2. Market Share & Forecast

#### 8.3.3.2.1. By Polymer

#### 8.3.3.2.2. By Technology

#### 8.3.3.2.3. By End User

## **9. MIDDLE EAST AND AFRICA GRAPHIC FILM MARKET OUTLOOK**

### 9.1. Market Size & Forecast

#### 9.1.1. By Value

### 9.2. Market Share & Forecast

#### 9.2.1. By Polymer

#### 9.2.2. By Technology

#### 9.2.3. By End User

#### 9.2.4. By Country

### 9.3. MEA: Country Analysis

#### 9.3.1. South Africa Graphic Film Market Outlook

##### 9.3.1.1. Market Size & Forecast

###### 9.3.1.1.1. By Value

##### 9.3.1.2. Market Share & Forecast

###### 9.3.1.2.1. By Polymer

###### 9.3.1.2.2. By Technology

###### 9.3.1.2.3. By End User

#### 9.3.2. Saudi Arabia Graphic Film Market Outlook

##### 9.3.2.1. Market Size & Forecast

###### 9.3.2.1.1. By Value

##### 9.3.2.2. Market Share & Forecast

###### 9.3.2.2.1. By Polymer

###### 9.3.2.2.2. By Technology

###### 9.3.2.2.3. By End User

#### 9.3.3. UAE Graphic Film Market Outlook

##### 9.3.3.1. Market Size & Forecast

###### 9.3.3.1.1. By Value

##### 9.3.3.2. Market Share & Forecast

###### 9.3.3.2.1. By Polymer

###### 9.3.3.2.2. By Technology

###### 9.3.3.2.3. By End User

#### 9.3.4. Egypt Graphic Film Market Outlook

##### 9.3.4.1. Market Size & Forecast

###### 9.3.4.1.1. By Value

#### 9.3.4.2. Market Share & Forecast

9.3.4.2.1. By Polymer

9.3.4.2.2. By Technology

9.3.4.2.3. By End User

### **10. MARKET DYNAMICS**

10.1. Drivers

10.2. Challenges

### **11. MARKET TRENDS & DEVELOPMENTS**

11.1. Recent Developments

11.2. Product Launches

11.3. Mergers & Acquisitions

### **12. GLOBAL GRAPHIC FILM MARKET: SWOT ANALYSIS**

### **13. PORTER'S FIVE FORCES ANALYSIS**

13.1. Competition in the Industry

13.2. Potential of New Entrants

13.3. Power of Suppliers

13.4. Power of Customers

13.5. Threat of Substitute Product

### **14. COMPETITIVE LANDSCAPE**

14.1. Business Overview

14.2. Company Snapshot

14.3. Products & Services

14.4. Current Capacity Analysis

14.5. Financials (In case of listed companies)

14.6. Recent Developments

14.7. SWOT Analysis

14.7.1. Avery Dennison Corporation

14.7.2. 3M Company

14.7.3. E. I. du Pont de Nemours and Company

14.7.4. CCL Industries, Inc

- 14.7.5. Amcor Limited
- 14.7.6. Constantia Flexibles Group GmbH
- 14.7.7. DUNMORE Corporation
- 14.7.8. Hexis S.A.
- 14.7.9. Cosmos Films Ltd
- 14.7.10. Schweitzer-Mauduit International Inc.

## **15. STRATEGIC RECOMMENDATIONS**

## **16. ABOUT US & DISCLAIMER**

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